



3rd ASEAN Consumer Protection Conference

Building a Fair and Future-Ready Marketplace for Consumers in ASEAN

Tuesday, 28 June 2022 | 09:00 – 17:00 GMT+7

List of Convener, Moderators and Speakers

Convener



Dr. Sathita Wimonkunararak

Law Lecturer at School of Law,
Sukhothai Thammathirat Open University

Dr. Sathita holds a Doctoral Degree in Juridical Science from Chulalongkorn University, Thailand. She obtained her Master's Degree in Laws from the King's College London, United Kingdom and her Bachelor's Degree in Business Laws from Chulalongkorn University, Thailand. She is specialized in consumer protection law and product liability law, competition law and policy, as well as business law. She was an expert for the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) in 2020-2021 for Consumer Protection in Digital Economy: Thailand, the Study on Consumer Access to Redress in Thailand, and the ASEAN Peer Review on Consumer Protection in the Philippines. She is currently working as a lecturer at the School of Law at the Sukhothai Thammathirat Open University.

Opening Remarks



H.E. Satvinder Singh

Deputy Secretary-General of ASEAN for ASEAN Economic Community

Prior to assuming the position, DSG Singh was the Assistant Chief Executive Officer, Trade Connectivity & Business Services at Enterprise Singapore where he was instrumental in strengthening Singapore's role as Asia's trading hub, supporting the growth of 15,000 professionals, managers, executives and technicians' jobs. DSG Singh holds a Bachelor degree in social sciences from the National University of Singapore and completed the Harvard's Business School Advanced Management Programme.

Opening Remarks



Dr. Moe Moe Thwe

Chair for the ASEAN Committee on Consumer Protection (ACCP)

Dr. Moe Moe Thwe is a head of Intellectual Property Department under the Ministry of commerce, Myanmar, with 30 years experiences in establishing of new IP regime in Myanmar. She is also a member of the Myanmar Consumer Protection Commission. She puts great efforts in consumer protection to secure the rights of consumers and to protect the interests of consumers, encouraging businesses to produce quality products. She holds M.Sc. (Hons.) (Chemistry) from Yangon University and Ph.D. degree from Nanyang Technological University (NTU), Singapore. Previously, she worked as a lecturer at the Yangon University from 1991 to 2003. She also has research experiences in Polymer Research while she serves as a head of Polymer Research Department, Department of research and innovation and head of the Center of Chemical Research Department at the Mandalay Technological University (MTU).

Keynote Speech



Atty. Ruth B. Castelo

Undersecretary, Consumer Protection Group (CPG), Department of Trade and Industry (DTI), The Philippines

Undersecretary Ruth B. Castelo is a lawyer by profession. She was appointed as Undersecretary for the Construction Industry Authority of the Philippines under the Department of Trade and Industry in 2016 and was then designated as Undersecretary of the Competitiveness and Ease of Doing Business Group, overseeing not only the construction industry but also the competitiveness and ease of doing business programs of the government. In 2018, she took a more challenging role when she was designated as the Undersecretary for the Consumer Protection Group (CPG) up to the present. This has kept her busy looking into all areas of consumer protection in the country vis-à-vis how other countries in Asia and the western world are doing it; immersed herself in monitoring and enforcement activities, getting the pulse of consumers first-hand. She worked at increasing awareness on consumer rights as well as responsibilities and strengthened the consumer protection initiatives of the Department.

Thematic Session 1: Moderator



Mr. Ng Ming Jie

Deputy Director, Consumer Protection Division, Competition and Consumer Commission of Singapore

Mr. Ng Ming Jie is the Deputy Director of the Consumer Protection Division at the Competition and Consumer Commission of Singapore (CCCS). An economist by training, he supervises the conduct of investigations under the Consumer Protection (Fair Trading) Act 2003 (CPFTA), and the conduct of market studies to better understand and improve the state of competition and consumer protection in different sectors and industries in Singapore. Prior to his appointment as the Deputy Director of the Consumer Protection Division, he was the Deputy Director of the Business and Economics Division and the Policy and Markets Division at CCCS. CCCS is a statutory board of the Ministry of Trade and Industry. CCCS administers and enforces the Competition Act 2004 and the CPFTA which protect consumers against anti-competitive and unfair practices in Singapore.

Thematic Session 1: Speakers



Mr. Looi Teck Kheong

Head Competition, Consumer Protection and IP Rights Division, ASEAN Secretariat

Looi Teck Kheong is the Head of Competition, Consumer Protection and Intellectual Property Regulations Division (CCPID) under the Market Integration Directorate of the ASEAN Economics Community Department, the ASEAN Secretariat. He was formerly the General Counsel of China ASEAN Business Association under the legal, regulatory and public affairs department. He was admitted as an Advocate and Solicitor, Singapore. Teck Kheong has about 30 years of professional experience spanning private practice as well as in house General Counsel. He graduated with a Bachelor of Law degree with Honours from the National University of Singapore (NUS) and has three Master degrees respectively in Law, Public Policy (from the Lee Kuan Yew School of Public Policy, Temasek Scholar) and Applied Economics, specializing in Economic Policy & Development (from the Economics Faculty) from the NUS. He was also a Pre-University ASEAN Scholarship holder.

Thematic Session 1: Speakers



H.E. Phan Oun

Delegate of the Royal Government of Cambodia in Charge as Director General of Consumer Protection, Competition and Fraud Repression Directorate-General (CCF), Ministry of Commerce

H.E. Phan Oun has been appointed as Director General of Consumer Protection Competition and Fraud Repression Directorate-General (CCF) in 2020 and the Delegate of the Royal Government of Cambodia in charge as Director General of CCF on 27th February 2021. He graduated with a Bachelor's Degree in Business and Accounting at Faculty of Business in 1997 now known as National University of Management and obtained his Master's Degree in Business Administration (MBA) from Monash University, Australia (2004-2005). Currently, he is also a member of the newly-established National Commission for Consumer Protection (NCCP) as well as the Head of the NCCP's Secretariat. He has been actively participated in drafting and commenting many commercial laws and regulations including the enacted Law on Consumer Protection, Law on Competition, and Law on Food Safety. Phan Oun has been recruited as the member of Supreme National Economic Council (SNEC) in 2022 and would become the member and secretariat for the Cambodia Competition Commission (CCC) soon.

Thematic Session 1: Speakers



Mr. Gareth Jamieson

Director, Enforcement Southern, Consumer and Fair-Trading Division, The Australian Competition & Consumer Commission (ACCC)

Gareth Jamieson is a Director in the Enforcement Southern branch, of the Consumer & Fair Trading Division of the ACCC. Gareth leads an enforcement team and has expertise many areas including competition and consumer investigations, strategic planning, complex litigation, and settlement negotiations. More recently Gareth has been involved in complex litigation in the digital space.

Thematic Session 2: Moderator



Mr. Muhammad Faiz Aziz

Director for Partnership and Collaboration as well as Researcher, Centre for Indonesian Law and Policy Studies (PSHK)

Muhammad Faiz Aziz is an academician and a lecturer as well as a researcher in law and policy. He is also the Director of the Indonesian Center for Law and Policy Studies (PSHK), a well-known legal and policy research institution in Indonesia. He has over 15 years of legal research, drafting, training, consulting, and lecturing experience. He has prior research and study experience in a variety of legal and policies, especially in the economic sector. He has worked with various policymakers, including the government, the Indonesian Supreme Court and other public agencies assisting them in policy formulation in the context of Indonesian legal reform. He graduated from the University of Indonesia with a Bachelor of Law (2003) and the Open University with a Bachelor of Politics (2006). His master's degree was awarded by the National University of Malaysia in 2016.

Thematic Session 2: Speakers



Mr. Kevin Lee

Director, Dispute Resolution, Drew & Napier LLC

Kevin Lee is a Director at Drew & Napier LLC specializing in litigation, arbitration and public international law. He acts as counsel / legal advisor in a wide range of State-to-State, investor-state and commercial disputes. He has also frequently provided legal and policy advice to ASEAN, SAARC, and the Council of Europe, and is on the Roster of Experts for the Commonwealth Secretariat and Energy Community Secretariat. An alumnus of the National University of Singapore, Kevin also holds a first class LL.M. from the University of Cambridge.

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Thematic Session 2: Speakers



Dr. Wimonrat Wim Teriyapirom

**Director of International Cooperation,
Office of the Consumer Protection Board
(OCPB) Thailand**

Dr. Wim is the Director of International Cooperation, at Office of the Consumer Protection Board THAILAND or OCPB. She has worked as the competent official at OCPB for 23 years, beginning as an investigator who received complaint and make the mediation for 17 years and was then promoted to be the Director of the International Cooperation and increase her responsibilities to oversee both the international policies and regulate the cross-border litigation since 2016. She is the drafter of the ODR system model of OCPB, the Unsafe Product Verification Alert Center, and the Thai Consumer Alert System Web Portal (THAICAS). She works with the ACCP as the Thai delegations in the ACCP for 14 years since the 2nd ACCP Meeting in 2008 until now.

Thematic Session 2: Speakers



Mr. Phan The Thang

**Deputy Director, Consumer Protection Division,
Viet Nam Competition and Consumer Authority
(VCCA)**

Phan The Thang is Deputy Director, Senior Official, Investigator of Consumer Protection Division, Viet Nam Competition and Consumer Authority (VCCA). He has obtained a Master's Degree of International Trade from AJOU University, South Korea (2009), and is currently a PhD student for a thesis on consumer protection. He has worked for VCCA, Ministry of Industry and Trade of Viet Nam since 2005 and has participated in many works related to consumer protection and anti-unfair competition such as: develop relevant regulations on consumer protection and competition; advice, support, and settlement of complaints and disputes between consumers and businesses; inspect the implementation of consumer protection laws; propaganda, education and international cooperation on consumer protection; develop the Consumer Advisory Call Center 1800-6838; develop of state management system and consumer protection associations in Viet Nam. He was also seconded by the Ministry of Industry and Trade of Viet Nam to South Korea to work as a Commercial Attaché (under the Vietnamese Embassy), and Deputy Head of the Information & Data Unit of the ASEAN-Korea Center (AKC).

Thematic Session 3: Moderator



Ms. Heidi Farah Sia A. Rahman

**Director, Competition and Consumer Affairs
Department, Director, Competition
Commission Brunei Darussalam (CCBD)**

Heidi is the Director of the Department of Competition and Consumer Affairs (DCCA) in the Department of Economic Planning and Statistics (DEPS), Ministry of Finance and Economy. Heidi spearheaded the setting up of the Competition and Consumer Affairs Department and the Competition Commission Brunei Darussalam (CCBD) in 2017. She has since led the DCCA in implementing and enforcing the consumer protection law and competition law. She also has an added function of overseeing and monitoring consumer products under the Price control Act. Heidi was formerly a Special Duties Officer in the Economy and Finance Division in the Prime Minister's Office. She was given the responsibility to undertake Competition policy work in 2012 and also to set up the Competition Law Drafting Team which led to the passing of the Competition Order in 2015.

Thematic Session 3: Speakers



Ms. Moniroth Sopheavattey

**Officer of Consumer Protection Department,
Directorate General of Consumer Protection,
Competition and Fraud Repression (CCF)
Cambodia**

MONIROTH Sopheavattey has been selected as an officer of Consumer Protection Competition and Fraud Repression Directorate-General (CCF) in the end of 2016 and then she was appointed as laboratory officer in charge as food microbiological technician. She graduated with a Bachelor's Degree in Biochemistry at Faculty of Science in 2016 and known as Royal University of Phnom Penh and later she obtained her Master's Degree in Water and Environmental Engineering from Institute of Technology of Cambodia (2019-2021). She has been also nominated as deputy chief of bureau of Consumer Protection Department in the early of 2021 and currently responsible for the consumer cooperation works.

Thematic Session 3: Speakers



Ms. Indrani Thuraisingham

Legal Advisor, Federation of Malaysian Consumers Associations (FOMCA)

Ms. Indrani has a long track record of working and serving consumer associations in Asia Pacific including ASEAN, as a former Regional Head of Consumers International (CI). Based in Kuala Lumpur, she has a vast network of consumer advocates in the region with her 25 years of experience in the movement. Aside from her work in CI where she had engaged with various international organizations including GIZ, IKEA, CIDA, Ford Foundation, Alliance For Financial Inclusion (AFI), OSI, FAO, UNEP, UNIDO, UNCTAD on consumer advocacy programs, she has more recently taken on regional engagements with GIZ as well as the Department of Trade and Industry, Philippines. Among others, she has also contributed to ASEAN publications, such as the ASEAN Handbook on Consumer Protection Laws and Regulations, and the ASEAN Toolkit on Sustainable Consumption.

Thematic Session 3: Speakers



Ms. Brigitte Acoca

**Head of Consumer Policy Unit
OECD Committee on Consumer Policy
OECD Working Party on Consumer Product
Safety**

Ms. Acoca joined the OECD in 2005, where she is Head of the Consumer Policy Unit. She is responsible for the activities of the OECD Committee on Consumer Policy and its Working Party on Consumer Product Safety, focusing on empowering consumers in the digital and green transitions. Prior to joining the OECD, Ms. Acoca practiced competition law for five years as attorney in international law firms in Brussels and Paris. She holds a Master of European Institutional and Competition Law from the College of Europe (LLM, Bruges, Belgium) and a postgraduate degree (DEA) in European and Private International law from University Paris II Panthéon-Assas (France).